

Register of Historic Kansas Places

Registration Form

This form is for use in nominating individual properties and districts. The format is similar to the National Register of Historic Places form. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets. Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Sundstrom BuildingOther name/site number 113-3550-00037

2. Location

Street & number 102-106 N. Main☐ not for publicationCity or town Lindsborg☐ vicinityState Kansas Code KS County McPherson Code 113 Zip code 67456

3.,4. Certification

I hereby certify that this property is listed in the Register of Historic Kansas Places.

Rachel Selmer DSHPO11-9-09

Signature of certifying official/Title

Date

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☐ private
☒ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
<u>1</u>		buildings
		sites
		structures
		objects
<u>1</u>		total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)N/A**Number of contributing resources previously listed in the National Register**0

6. Function or Use

Historic Functions
(Enter Categories from instructions)COMMERCE/TRADE/department storeDOMESTIC/multiple dwellingCOMMERCE/TRADE/specialty storeSOCIAL/meeting hall**Current Functions**
(Enter categories from instructions)VACANT/NOT IN USE

7. Description

Architectural Classification

(Enter categories from instructions)

LATE VICTORIAN/Italianate

Materials

(Enter categories from instructions)

Foundation: Stone (Sandstone)

Walls: Brick, Stucco

Roof: Asphalt

Other:

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for the State Register)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance

(Enter categories from instructions)

ARCHITECTURE

EXPLORATION/SETTLEMENT

COMMERCE

ETHNIC HERITAGE

Period of Significance

1879-1946

Significant Dates

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Unknown

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67)
has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering

Record # _____

Primary location of additional data:

- ☒ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☐ Local government
- ☐ University
- ☐ Other

Name of repository: _____

10. Geographical Data

Acres of Property less than one acre

UTM References

(Place additional UTM references on a continuation sheet.)

1														
1	4	6	1	5	3	6	6	5	7	2	9	7	4	8
Zone		Easting						Northing						
2														

3											
Zone	Easting	Northing									
4											

☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

Name/title Christy Davis

Organization Davis Preservation Date 7/25/2009

Street & number 909 1/2 Kansas Ave, Suite 7 Telephone 785-234-5053

City or town Topeka State Kansas Zip code 66612

Property Owner

Name City of Lindsborg (Gary Shogren, Community Development Director)

Street & number 100 S. Main Telephone 785-227-3355

City or town Lindsborg State Kansas Zip code 67456

Register of Historic Kansas Places Continuation Sheet

Section number 7 Page 1

*Sundstrom Building
McPherson County, Kansas*

Narrative Description

Setting

The Sundstrom Building is located in Lindsborg, McPherson County, Kansas (pop. 3321). The building is located on the northeast corner of Lincoln and Main, the principal intersection in Lindsborg's thriving downtown. To the east is a small lawn, a curb, an alley and south-facing commercial buildings. To the north, south and west are intact rows of one and two-story historic commercial buildings.

Exterior

Overall

The Sundstrom Building is a two-story brick building that measures approximately 75' X 80'. The building incorporates three storefronts that face west toward Main Street, and a fourth storefront on the southeast corner that faces south toward Lincoln Street. The building sits on a sandstone foundation – and is topped by a metal cornice with centered pediment. The interior structure is wood-framed.

Exterior Materials

At first glance, historic photos seem to reveal that the building was constructed of cut and dressed stone, suggesting that the building was only stuccoed over in recent history. This would make sense considering Bergsten's experience as a stone cutter. However, a closer examination of the building and historic photographs betrays its original exterior material as brick coated with stucco, scored and painted to look like stone. This is clear on the building's southeast corner, where the east elevation's brick closely ties with the south elevation. In addition, historic photographs show that "mortar joints" do not return at the window openings – and that a painted-on sign is smooth, rather than textured to match the line of the stone. In some places, a skim coat has delaminated, revealing tinted stucco with painted-on mortar lines. In other places, the stucco layer has come off altogether, revealing brick beneath. In truth, the native Sandstone of the Smoky Valley would not have provided the quality material necessary for a cut and dressed stone exterior.

Windows

Thirteen of the building's second-floor windows are original 1/1 and 2/2 double-hung wood windows. Unfortunately, the twelve second-floor windows on the front (west) elevation and six of the fifteen second-floor windows on the south elevation have been replaced with newer windows that do not fill the historic window openings. Historic photos indicate that the original second-floor windows on the front elevation were 2/2 double hung. Rehabilitation plans call for replacing the non-historic windows with new windows that are more compatible with the original.

Register of Historic Kansas Places Continuation Sheet

Section number 7 Page 2

*Sundstrom Building
McPherson County, Kansas*

Front (West) Elevation

The first floor of the west elevation is occupied by three storefronts. The original storefronts were typical of the building's original Italianate design, enclosed within one large cast-iron frame. They were likely wood, with wood kick plates and tall narrow framed window openings. Today, the three storefronts reflect a ca. 1920s remodeling. The northernmost entrance is centered on the northernmost storefront. The entrances for the two other storefronts are enclosed within a shared recess, which is centered on the south 50' of the building. The storefronts feature bronze frames; plate-glass windows; wood doors, transoms and screens; decorative pressed-metal ceilings; and decorative hex-tile floors. The storefront transoms have been covered with a shed-roofed awning. The prismatic-glass transoms, which date to the ca. 1920s storefront remodel, are stored in the building's basement.

Windows and a cornice are the only architectural features on the second floor of the west elevation. There are twelve single window openings with prominent sills and lintels. The windows are evenly spaced, with four windows spanning the width of each storefront. A sheet metal cornice stretches around the west and south elevations. The proportion of the cornice follows that of the window openings, with eave brackets falling in the space between each window opening. The frieze has recessed panels – two between each eave bracket. The brackets support a cornice and, in the center of the front elevation, a triangular pediment that reads "1879 J. O. Sundstrom."

Side (South) Elevation

The first floor of the south elevation is simple in comparison to the front elevation. The west half is an uninterrupted expanse of solid wall, historically used as a large signboard. At the center of the south elevation are two entrances, a non-historic man door on the west and a historic man door with large transom on the east. To the east of the two man doors is a storefront, which still reflects its original 1879 design. The storefront has three plate-glass storefront windows at the sidewalk plane, topped with transoms and resting on recessed-panel kickplates. A fourth panel angles back from the sidewalk plane to a recessed transomed storefront entrance. East of the storefront is a large plate-glass window with transom and kickplate.

The second floor of the south elevation is punctuated by sixteen evenly spaced openings – fifteen window openings and one door opening that opens to a landing that historically provided access via an iron stair to the Masonic Hall on the second floor. The windows match those on the front elevation. Three chimneys rise from the roof on the west half of the south elevation.

Rear (East) Elevation

Whereas the south and west elevations are finished with stuccoed brick, the rear elevation is exposed brick. There is an infilled storefront on the south end (historically an entrance to the Western Union office), an infilled window opening in the center, an infilled overhead door opening, then a second infilled window opening on the north. There are four original 2/2 windows on the second floor. The roofline is a parapet that steps down to the north. A chimney is visible from this elevation.

Register of Historic Kansas Places Continuation Sheet

Section number 7 Page 3

*Sundstrom Building
McPherson County, Kansas*

Interior

Basement (see floorplan below)

The partial basement is divided into three principal spaces, a large space on the north, and two smaller spaces on the south. These spaces are surrounded by large crawl spaces on the north and east. A basement store on the southwest corner, which was accessed via a sidewalk stair on the front elevation, retains its 1870s interior finishes, including wood wainscoting, plaster walls, tongue-and-groove ceilings and Italianate paneled doors with arched glazing. According to the 1891 Sanborn Map, this space was occupied by a barber shop. It is unclear how this space was accessed as historic photos do not indicate any sub-grade exterior entrances. However, there are openings on the south end of the west elevation and on the west end of the south elevation.

First Floor (see floorplan below)

Floorplan - The north 25' of the first floor is separated into two principal spaces, a long store on the west, and a smaller space on the east. In 1891, this space was occupied by a hardware store. The south 50' houses two long stores on the west end and a modified office space on the east end – made up in part of the southeast corner space historically occupied by the Western Union office. In 1891, the northernmost store in this space was occupied by a grocery store. The southernmost store was a dry goods. South of the 25' store is a narrow stair corridor, which provides access to the second floor from the east and west (at sidewalk). A second stair, between the southernmost store and the rear/east office space, historically provided access to the lodge space on the second floor.

Finishes - The first floor interior generally reflects its original appearance – with open floorplans; exposed pressed-metal and tongue-and-groove ceilings; chamfered wood columns; historic casework; historic arched openings; and historic baseboards/trim. The exception is the small east store space, which was historically occupied by a telephone exchange and, later, a Western Union office. There, non-historic finishes include suspended ceilings and modified floorplan.

Second Floor (see floorplan below)

Floorplan – Whereas the first floor is rectangular, the second floor is L-shaped, allowing for natural lighting along the walls that open to the first-floor roof in the northeast corner. The five apartment units on the west end of the second floor are accessible via an exterior stair that rises from the sidewalk on the front elevation and via an interior stair, occupying the east end of the same central stair bay. Apartment units in the southeast corner of the second floor occupy space historically used as a Masonic lodge. This space is accessible via an interior stair that rises from the east end of the southernmost store. Historically, it was also accessible via an iron stair on the south elevation.

Finishes – The second floor has long been occupied as a multi-family dwelling. In fact, the 1884 Sanborn Map identifies the use of the second floor as "Dw'g R'ms" (Dwelling Rooms). Many spaces are intact, with wood door and window trim, tongue-and-groove ceilings, and wood floors. Some spaces have been "updated" with linoleum floors and suspended ceilings.

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 4

*Sundstrom Building
McPherson County, Kansas*

Statement of Significance

Summary

The Sundstrom Building is being nominated to the Register of Historic Kansas Places under Criterion C in the area of Architecture as an example of Italianate Architecture and Criterion A in the areas of Exploration/Settlement, Commerce and Ethnic Heritage for its association with the early commerce of Lindsborg, Kansas, a Swedish-America community founded in 1869.

A Brief History of Lindsborg

Lindsborg is located in McPherson County, Kansas along the valley of the Smoky Hill River, one of the state's major tributaries. When European explorer Francisco Vasquez de Coronado came to the region he called "Quivira" in 1541, the place was settled by Little River Wichita Indians. The Wichitas lived in grass hut villages, supplementing farming with bison hunting. By the eighteenth century, other tribes, including the Comanches, Kiowas and Kiowa Apaches, had pushed the Wichitas south and west.

During the early nineteenth century, the Santa Fe Trail, which bisected what would become McPherson County, became an established trade route between American states and territories and the Spanish Southwest. In McPherson County, the Kansa Indians signed a treaty with the federal government to permit the trails to cross their land.¹

When the Kansas-Nebraska Act of 1854 opened the Kansas Territory to permanent white settlement, new settlers poured into its eastern reaches. Although McPherson County's first white settler, Isaac Sharp, arrived in 1860, settlement of the state's central and western regions did not begin in earnest in the late 1860s and early 1870s, when railroads began selling trust lands.²

Railroad companies broadened the market for land through international promotional schemes. Among the targeted immigrant groups were the Swedes. Both the Santa Fe and Kansas Pacific Railroads circulated Swedish-language pamphlets in Scandinavia and Chicago. A Kansas Pacific pamphlet included the names of nineteen Kansas Swedes who endorsed the state.³ In the 1860s

¹ *Prelude to the Future: Multiple Faces of the Lindsborg Legacy: A Swedish-American Community in the Heart of Kansas* (Lindsborg: Chamber of Commerce, 1999). Excerpts online at <http://www.lindsborg.org/history.html>.

² Frank Blackmar, *Kansas: a cyclopedia of state history, embracing events, institutions, industries, counties, cities, towns, prominent persons, etc ... with a supplementary volume devoted to selected personal history and reminiscence* (Chicago: Standards Publishing Company, 1912).

³ Emory Lindquist, "The Swedish Immigrant and Life in Kansas," *Kansas Historical Quarterly* v. XXIX, no 1 (Spring 1963).

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 5

*Sundstrom Building
McPherson County, Kansas*

and 1870s, Swedes formed a series of cooperative land companies, which established Swedish colonies in Kansas. Two of these companies, the First Swedish Agricultural Company and Galesburg Land Company, purchased land in McPherson and Saline Counties, forming the communities of New Gottland, Fremont, Marquette, Salemsborg, Assaria, Falun, Smolan, and Lindsborg.⁴

One hundred colonists of the First Swedish Agricultural Company founded Lindsborg in 1869. Although the fledgling city was named county seat in 1870, it lost this title to McPherson in 1873. As suggested by the company name, the new colony's economy was largely dependent upon farming. Among the community's early trials, then, was the grasshopper plague of 1874, which left 10,000 of the county's residents dependent upon government food and clothing rations.⁵

Fortunately the county's economy had recovered by 1885, when its farmers reported 5523 acres of the cash crop broomcorn, most of it raised by Lindsborg colonists.⁶ In that year, there were nearly 8000 first and second-generation Swedes in Saline and McPherson Counties.⁷ Although Lindsborg lost its county seat status to McPherson in 1873, the town remained a cultural and business center for the area's Swedish immigrants. In 1879, the year of its incorporation, the city welcomed its first railroad, the Salina and McPherson branch of the Union Pacific.⁸ By 1883, the city had three grain elevators, a bank, two hotels, three newspapers, a water-powered mill, a steam-powered mill, and Bethany College, which boasted an enrollment of 80 students. By 1885, the city's population had grown to 864, more than twice that of its rival McPherson.⁹ The Missouri Pacific Railroad arrived in 1887.¹⁰

Like that of many western towns, Lindsborg's survival required unremitting self-promotion. During the 1880s, when eastern investors gambled on the prospects of western towns, Lindsborg and many other Kansas cities boomed. During 1887 alone, the year the Missouri Pacific Railroad arrived, speculators platted nine additions to Lindsborg's Original Town Plat. In June 1887, one local paper pronounced that "with eight more two-story brick business houses, a \$30,000 hotel and four railroads, we can put on metropolitan airs, not exceeded by any of our neighboring sisters. All this we can truly vouch for."¹¹ Among Lindsborg's "neighboring sisters" was McPherson, which beat out Lindsborg in a contest over county-seat designation in 1873. Boom-time projects included a \$30,000 hotel and a barbed wire factory.¹²

⁴ James Shortridge, *Peopling the Plains: Who Settled Where in Frontier Kansas* (Lawrence: University Press of Kansas, 1995), 105-107, 140, 167, 170-171, 193.

⁵ Blackmar.

⁶ Shortridge, 193.

⁷ *Ibid.*, 106.

⁸ Blackmar.

⁹ William G. Cutler, *History of the State of Kansas* (Chicago: A. T. Andreas, 1883).

¹⁰ Blackmar.

¹¹ Elston Flohr, *The Farmers State Bank, Lindsborg, Kansas: The First One Hundred Years, 1886-1986* (Lindsborg, KS: Smoky Valley Historical Publications, 1989), 9-10.

¹² *Smoky Valley News*, 1 Apr 1887.

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 6

Sundstrom Building
McPherson County, Kansas

As a trade center for the surrounding farms, Lindsborg's fate was tied to the successes and failures of area farmers. The good times of the early to mid 1880s were followed by a period of recession. Strapped for cash to pay mortgages and buy necessities – and faced with declining crop prices, farmers fell on hard times. Many Lindsborg businesses struggled to stay open. On the contrary, Lindsborg reaped the rewards of the Golden Age of Agriculture, from 1900 to 1920, when, according to a 1900 article in the *Lindsborg News*, "it [was] no unusual occurrence for a man to buy a farm, walk into the bank and pay for it in hard cash." Between 1907 and 1914, following the Panic of 1907, the assessed property values in Lindsborg doubled.¹³

Plunging crop prices took their toll on the community in the 1920s and early 1930s, when the price of land in Lindsborg depreciated more than 50%.¹⁴ Despite the hard times, however, Lindsborg experienced modest population growth between 1920 and 1930 when the population increased from 1847 to 2016.¹⁵

Since the 1930s, the population of Lindsborg has grown to over 3000. The community has worked diligently to preserve and promote its Swedish heritage and rich culture. The Bethany Oratorio Society, whose members have performed Handel's Messiah each Easter season since 1882, is the oldest of its kind in the nation. At events like the Messiah Festival of Music and Art and Midsummer's Day Festival, residents and visitors participate in traditional activities and celebrate the city's rich arts and music culture. Among the community's celebrated citizens and institutions are Birger Sandzen (1871-1954), a prolific Swedish-born artist who taught at Bethany College and the Anatoly Karpov International School of Chess, the seven-time world chess champ's first school in the United States.

John G. Bergsten (1841-1894) and Jacob O. Sundstrom (1846-1926)

Among those who contributed to the early settlement of Lindsborg were John G. Bergsten and Jacob O. Sundstrom, who together established what came to be known as the Sundstrom Department Store. John G. Bergsten was born in Sweden on August 25, 1841. In 1866, he immigrated to Chicago, where he found work as a stonecutter. After marrying fellow Swedish immigrant Gustava Huntig in 1868, Bergsten became one of the Chicago Swedes who colonized the Lindsborg area. In 1870, the Bergstens arrived in McPherson County and commenced farming. Bergsten was still living on the farm when he partnered with J. O. Sundstrom and "was interested in the erection of a large brick store," the Sundstrom Building, in 1879.

A successful and well-connected Lindsborg pioneer, Bergsten was a logical business partner for newcomer Jacob O. Sundstrom. Sundstrom was born in Liljendal, Warmland Sweden on August 18, 1846. Like Bergsten, Sundstrom immigrated in the 1860s to Chicago, where he took work as a

¹³ Flohr, 3.

¹⁴ Ibid.

¹⁵ U. S. Census, 1920 and 1930.

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 7

Sundstrom Building
McPherson County, Kansas

"moulder" in an iron foundry. Sundstrom had arrived in a Chicago ripe with opportunity. Within a few years of arriving from Sweden, Sundstrom had purchased a Chicago grocery business. In 1876, Sundstrom married fellow Swedish immigrant Hannah Victor, with whom he would have nine children. Like Bergsten, Sundstrom was a member of the First Swedish Agricultural Company, the land company that colonized Lindsborg in the 1870s.¹⁶

Once the department store was off the ground and Sundstrom had earned a reputation of his own, Bergsten turned to other ventures. J. G. Bergsten left his farm and moved to Lindsborg in 1881. The following year, he formed a partnership with a man named Johnson, with whom he bought the city's water mill and developed the "Smoky Valley Flouring Mills" (NRHP). In 1884, after purchasing the mill, Bergsten sold his interest in the department store to Sundstrom. Bergsten died in 1894.

In addition to building "a mercantile business that grew into the largest and most important department store in that section of the country," Sundstrom occupied his time with community pursuits. He was involved in the founding of Bethany College, serving on the Board of Directors. He also served as the treasurer of Bethany Lutheran Church for 25 years, as a member of the Lindsborg City Council, and as president of the Commercial Club. By the time of his death on February 5, 1926, Sundstrom had earned a reputation not only for his business acumen, but also as "an unrelenting foe of humbug and pretense." He operated the store until his death in 1926.¹⁷

The Sundstrom Department Store

The Sundstrom Building embodies the earliest history of the settlement and development of Lindsborg, Kansas. It occupies the prominent northeast corner of Lincoln and Main in downtown Lindsborg. From 1870 until 1879, this corner was the location of the "Colony Building," the Swedish community's business, social, religious and government center. In 1879, the colony building, also known as "The Ark," was "removed and remodeled into a house" and J. G. Bergsten and J. O. Sundstrom built the Sundstrom Building on the cleared prime real estate.¹⁸

The construction of the Sundstrom Building, and that of many other Lindsborg commercial buildings, was tied directly to the town's new-found status as a railroad town. On June 7, 1879, as the Salina and McPherson branch of the Union Pacific inched toward Lindsborg, the *Lindsborg Localist* announced that "Jacob Sundstrum [sic], of Chicago, is going to build a large brick store building south of Swenson's hardware store."¹⁹

¹⁶ William Cutler, *History of the State of Kansas* (Chicago: A. T. Andreas, 1883).

¹⁷ "J. O. Sundstrom," (Obituary), *Lindsborg News-Record*, 11 February 1926.

¹⁸ Ruth Billdt, *Pioneer Swedish-American Culture in Central Kansas* (Lindsborg: Lindsborg News-Record, 1965).

¹⁹ *Lindsborg Localist*, 7 June 1879.

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 8

Sundstrom Building
McPherson County, Kansas

Sundstrom's Department Store would not be the city's first large retailer. By 1879, Carlson and Johnson, which touted its status as the "oldest store in the county," had been in business for eight years.²⁰ In early 1879, as the railroad neared Lindsborg, Carlson and Johnson announced plans to expand. By May 1879, the company boasted that the addition would create "the largest, as well as best, stone building in the county."²¹ At the time, the "pioneer merchants" were competing principally with two other general stores: the Howard, Edgerton and Company, which claimed to be the "Largest Retail Store in Kansas" and the L. G. Skancke Company, a self-proclaimed dealer in "everything needed by man, woman or child."²² Before the Sundstrom Department Store opened in late 1879, two additional competitors opened their doors. The first, Ober Hageman and Company, opened a new store on the south end of Main in August 1879.²³ M. Craffey had opened another general store by November 1879.

On November 22, 1879, the day the *Lindsborg Localist* announced the grand opening of the Skancke general store, it also announced that "The brick building on the corner of Main and Lincoln Streets," the building that would house Sundstrom and Bergsten, was "moving along rapidly." The building was built at an astronomical cost of \$7000.²⁴ On December 6, 1879, the paper reported that Sundstrom had left for Chicago "to purchase a stock of goods."²⁵ The firm opened for business on December 23, 1879 - in time for the last-minute Christmas trade.²⁶

Although they faced stiff competition, Sundstrom and Bergsten offered something new to Lindsborg shoppers. Unlike the local dealers who preceded him, J. O. Sundstrom had witnessed firsthand in Chicago the dawning of a new age in American marketing - the emergence of the department store. Department stores, which dominated the American retail market from about 1880 through the 1920s, were made possible by the industrial revolution, when "dealers" in the newly available cheap mass-produced goods replaced specialty stores traditionally operated by the craftsmen who sold their wares directly to the end users. The proliferation of manufactured goods invented a consumer culture, which department stores were designed to perpetuate. Department stores offered a wide range of consumer goods - from dry goods to ready-made clothing. At the same time, they also provided a new venue for displaying and marketing these goods in an appealing way - with grand displays. The mass production and mass marketing drove down prices, thereby raising quality of life for consumers. They quickly became the arbiters of Middle Class expectations.²⁷

²⁰ *Lindsborg Localist*, 19 April 1879.

²¹ *Lindsborg Localist*, 31 May 1879.

²² *Lindsborg Localist*, 19 April 1879. Skancke had its grand opening in November 1879.

²³ *Lindsborg Localist*, 16 August 1879.

²⁴ Cutler.

²⁵ *Lindsborg Localist*, 6 December 1879.

²⁶ Cutler.

²⁷ Jan Whitaker, *Service and Style: How the American Department Store Fashioned the Middle Class* (New York: St. Martin's Press, 2006).

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 9

*Sundstrom Building
McPherson County, Kansas*

Lindsborg shoppers responded positively to this new brand of dealer. By the early 1880s, Sundstrom had begun to edge out the competition. In March 1881, Ober and Hageman announced plans to leave Lindsborg. From the late nineteenth century through the first two decades of the twentieth century, Sundstrom's only competition was Carlson and Johnson (later Johnson's Department Store), a firm that occupied a sprawling masonry building on the southwest corner of Lincoln and Main, opposite the Sundstrom Department Store. The store that offered "something new" was up against the "oldest store in the county."

Sundstrom and Bergsten was boasting annual receipts of \$100,000 by the time Bergsten sold his interest to Sundstrom in 1884.²⁸ Sundstrom continued to operate the business for another three decades – for the duration of the department store's domination of the nation's retail market. Soon after Sundstrom's death in 1926, however, department stores entered a period of decline. From 1929 to 1933, American department store sales plunged from \$48.5 to \$24.5 billion.²⁹ Their share of the market fell through the 1950s, from 12% in the Great Depression to 7% by 1959.³⁰ In the years following World War II, urban department stores fell victim to suburban shopping centers. By then, most small-town department stores, like Sundstrom, were long gone.

Other Occupants of the Sundstrom Building

Jacob Sundstrom's daughter, Elizabeth Sundstrom (1878-1969), never married. Until her father's death in 1926, she was his secretary. She was listed as a clothing store bookkeeper in the 1920 Census. Elizabeth lived in Lindsborg until her death in 1969 - managing the family estate, caring for the family home, and renting the Sundstrom Building to various tenants.³¹

Sundstrom Department Store continued to operate after Jacob Sundstrom's death. In fact, an advertisement for the store appeared on the same page as Sundstrom's obituary. However, by 1928, new businesses filled the first floor. The northernmost store, at 106 N. Main, had been the historic location of the Sundstrom grocery store. The business holdings were apparently parsed out and a grocery store remained at this location until the early 1950s. Through the 1970s and 1980s, there was an auto parts store at this location. The south fifty feet of the Sundstrom Department Store became home of the Bertschinger and Sattler Dry Goods. Bertschinger and Sattler was gone by 1935, when the space was occupied by a furniture store. From the 1930s through the 1980s there was a hardware store at 104 N. Main. From 1974 to 1989, 102 N. Main was the location of the Lindsborg Library. For most of the 1990s, the space housed a dance studio.

²⁸ Cutler.

²⁹ Whitaker, 20.

³⁰ Ibid, 25.

³¹ *Salina Journal*, 4 October 1959.

Register of Historic Kansas Places Continuation Sheet

Section number 8 Page 10

Sundstrom Building
McPherson County, Kansas

Among the occupants of the second floor through the years were a doctors' office, beauty shop, dentists' office, insurance office and, in the 1960s, the Bureau of Reclamation. In 1912, there was a Masonic lodge on the second floor. Parts of the second floor housed "dwelling rooms" by 1884. (1884 Sanborn) In 1946, the second floor of 104 N. Main was remodeled into three apartments. There were apartments on the second floor until just a few years ago. In the 1890s, the basement housed a barber shop and a newspaper office for the *Record*.³² It was common in the nineteenth century for basements to house male-oriented businesses, like barber shops, saloons and pool halls.

Architecture

The Sundstrom Building is an example of commercial Italianate architecture. The Italianate Style was popular nationwide from 1840 through the boom years of the mid-1880s, spurred on by popular pattern books such as those published by Andrew Jackson Downing. The style was applied to both residential and commercial architecture. Most residential examples in Kansas pre-date 1885, by which time Queen Anne had come to predominate. In contrast, Commercial examples, such as Lindsborg's Farmers State Bank and the Sundstrom Building, were built in Kansas through the boom years of the 1880s. Character-defining features of commercial examples include the following features found on the exterior of the Sundstrom Building: narrow window openings with prominent sills and lintels; a prominent cornice; and narrow supports and columns (side storefront). Extant interior character-defining features include the overall floorplan, hardwood floors, decorative pressed-metal ceilings, tongue-and-groove ceilings, baseboards, pocket doors, paneled doors, window and door trim, transoms, hardware.

Summary

The Sundstrom Building is being nominated to the Register of Historic Kansas Places under Criteria A and C for its association with settlement and commerce of Lindsborg, Kansas and as an intact example of Italianate architecture.

³² A complete list of occupants can be found in the Lindsborg Business Directory compiled by the Smoky Valley Historical Association.

Register of Historic Kansas Places Continuation Sheet

Section number 9 Page 11

*Sundstrom Building
McPherson County, Kansas*

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Register of Historic Kansas Places Continuation Sheet

Section number 10 Page 12

*Sundstrom Building
McPherson County, Kansas*

Verbal Boundary Description

Block 2, Original Town, Lindsborg. CA SE/C LT 13 OTS MAIN ST FOR POB TH N75' E160' S75' W160' TO POB of S17-T17S-R3W.

Boundary Justification

The above is the legal description for the nominated property, the commercial lot on which the Sundstrom Building sits. This includes the parcels historically associated with the Sundstrom Building.

Photo Log

All non-historic photos were taken by Christy Davis on February 4, 2009.

1. Exterior, Overall View of Front (West) and Side (South) Elevation, Looking East.
2. Exterior, Overall View of Side (South) and Front (West) Elevation, Looking Northeast.
3. Exterior, Overall View of Side (South) Elevation, Looking North.
4. Exterior, Overall View of Rear (East) Elevation, Looking Northwest.
5. Exterior, Front Elevation, Closeup of pediment, cornice, and second-floor windows.
6. Exterior, Front Elevation, Closeup of south storefront.
7. Interior, First Floor, Overall View of South Store, Looking East.
8. Interior, First Floor, Overall View of Middle Store, Looking Northeast.
9. Interior, First Floor, Closeup of Safe in Middle Store.
10. Interior, Second Floor, Closeup of Stair Railing.
11. Interior, Second Floor, Closeup of Doors, Transoms and Wood Trim.
12. Historic photo, looking Northeast at West and South Elevations.
13. Historic photo, looking North at West and South Elevations.
14. Historic photo, looking Northwest at South Elevation.
15. Historic photo, looking Southeast at West Elevation.